

Board Group Discussions after interviews. 27/02/2012

Alan Eves, Tanya Rex, Jim Lee and Petra Young

Café:- Eurest

Good proposal in terms of the customer survey for the café users and non-users.

Structured, organised, concise bid.

Understood the different clientele and 2 different offers coupled with the economies of scale.

Market research.

Packaging – Bio-degradable.

Innovation on the offers for food that they would put on.

Healthy eating – calories listed (RDA info).

Mixed offer – wide audience.

Good reasoning behind the business offer – e.g. Business savings.

2 teams which can mix and match between the 2 outlets.

Training done to the same level.

Alleviated concerns of staffing.

Opening – would see how this would run and would fit into the needs of the other businesses and the CY needs – If the demand is there they will open like Go Ape.

Not purely about cash – image and benefit is important.

Can respond to demand quickly.

Investment in the kitchen Excellent. – Happy to address all this to achieve excellent hygiene standards.

Financial offer was good as a return to the FC.

Partnership working with the businesses on site.

Both financial offers are covered – could be a major positive for the FC to go for offer 2 which has an enhanced %age.

Marketing offers – loyalty cards etc.

Upbeat, focused and proactive.



Dalby Forest Courtyard Cycle Hire Centre and Courtyard Café Tender.

Name:- Everest - Caffe.

Interview Questions	Notes
Opening hrs?	<p>would extend the hrs for both seasons if the survey suggested this was required.</p> <p>Focus on relevance to the user group in the CY.</p>
Economic benefit.	<p>Job security increased. 1 manager and assistant + 2 supervisors.</p>
Surveys of Customers?	<p>7 day period of surveys. In house - speaking to customers Also surveys looking at non-customers - survey taken a new product (Crazy Monkey)</p>
Ranges for discount	<p>Developing a grab pot range. Hot meals - hot with curry, stew, fish pie etc. Grab + Go Panninis + Mezenies.</p> <p>Powidge in winter</p>
Marketing off site?	<p>EHO rating 5 *</p> <p>Externally - look into Facebook as a promotion method. Website - not at this moment but</p> <p>Loyalty Card due to turnover of coffee</p>
Working with others	<p>Working with the businesses eg. the cycle hire. Events and courses offering deals with other businesses.</p>

Dalby Forest Cycle Hire Centre and Café Tender

<p>Reviews -</p>	<p>Committed to regular reviews.</p>
<p>FC Branding? How does this fit with the Ernest image.</p>	<p>No issue with it, we would help with the overall design but the signage cost, would be borne by Ernest</p>
<p>Financials</p>	<p>Economies of scale down to putting both businesses inline with 3 more yrs - No extra computer systems; staff hrs for putting together the next bid for restaurant. Offer therefore 12% for both with 1 extra year on the VC Contract. Book passed over 6 yrs - purely financial for them ↓ They need to check writing this off over the 3 yrs not 6.</p>

Dalby Bike Hire Tender

3+3

Outside the act

IR

1030 Purple Mountain

1300 Eurest

1430 Pace/CTC

Eurest

#Barry would manage both sites. Provides an opportunity for job security of the existing staff. Grab and go hot meal option. Curry or beef stew in a cup, providing hot food. Would like emphasis on healthy eating. Compass is part of the healthy eating campaign. Emphasis on communication and financial transparency. EHO report: 5 star rated. Would want to spend a 7 day period surveying customers. Technical approach to identifying who the customers are, using survey monkey. They want a shell, build up to clad walls etc. Investment (fit out) split over 6 years, with risk that it would not be renewed. Unsure about revenue. Very impressive style of delivery.

1. Are you just buying out your competition?

#saving business time in preparing tender on tree tops in years time. Plus economies of scale. Do consider that they are losing to PM out the moment#

2. What do you understand about the users of the courtyard café

#Good initial comments on differential, though consider it is a question of fast food sustainably delivered. Understand that there are distinct groups. A different grab and go range. Naan bread style. Take away environment. AE noted high carb demand of bikers, the basics such as full English would remain. Repeated and strong emphasis on separate emphasis. Accepting of 'muddy boots', but think they need to be treated with courtesy.#

3. What initiatives could you propose for working with the bike hire or other users of the courtyard.

Key to build new relationships, staff discounts, loyalty cards.

4. The Forestry Commission wants to run a late night event at the courtyard and wants to involve the café what is your response. #Happy to meet late demand if the business is there—already run with Go-Ape. Ready to reconsider opening hours to meet demand, do have resource to open with limited notice. Good reference to weather#

5. Do you want to create a distinction between the courtyard and the treetops?

a. How would you do this?

#Different food offer, specifically tailored. Emphasis on take away.

6. Have you considered a TUPE liability?

a. How would you deal with this?

#Would really like to keep the existing team in service and expect to Tupe over, would need new staff resource. Have already started to advertise vacancies.#

7. What would your launch look like?

#14 April, need time for Easter. Use regular design business. Team in placed from April 5th for training upstairs.#

8. END



Dalby Forest Courtyard Cycle Hire Centre and Courtyard Café Tender.

Name:- Ernest
A. Kyles

Interview Questions	Notes
	<p>P6 - Local purchasing policy - ⇔ Business Issues.</p> <p>P6 - KPI - agree simple KPI framework</p> <p>P6 - listen to clients & customers</p> <hr/> <p>- Shops - concave</p> <p>- Recognises varied offer =: <u>choice</u> (scheme) } <u>flexibility</u> (varied offer) } BBQ</p> <p>- FE requirements</p> <p>- environment - <u>offsite option</u></p> <p>- Food perspective <u>offer</u></p> <p>- Healthy eating - <u>Green responsibility chart</u></p> <p>⇒ KPIs - for <u>veg</u> <u>BBQ</u> <u>Courtyard</u> <u>ENO</u> report 5*</p> <hr/> <p>type of <u>interview</u> with <u>offer</u> - Set up <u>vacancy bank</u> <u>already</u> → <u>vacancies</u></p> <p>- Launch <u>14th April</u> <u>2 weeks later site</u> <u>5th April</u> → <u>learn in place</u> → <u>Dalby VC</u> - <u>meeting to transfer</u> <u>areas</u> <u>14th</u></p> <p>- Marketing # <u>Ernest</u> - <u>promoting the site</u> - <u>Face book</u> <u>links to FE Dalby website</u></p>

Dalby Forest Cycle Hire Centre and Café Tender

	<p>12%. Business offer economy of scale + costs - regular. <u>additional</u> 418 contract value ∴ business saving</p> <p>=</p> <p>Business synergy - single 'risk'</p> <p>eg. <u>Systems</u> + <u>one</u> <u>journey</u> } + income together with competitor</p> <p>* F/Time - revised time.</p>
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